

Systems and Methods for Projecting Market Penetration

Abstract of the Disclosure

5 A system for facilitating simulations and modeling of market sales volume is provided including a server including a database having a number of client files, wherein each client file is an organized client data file including a number of linked web pages which are downloadable and displayable to a client program at a remote client having a graphical user interface. The system further includes an input device coupled to the remote client and on-line to the server. The system includes at least one web page including a data field for entering a parameter for an analysis of a client file and software means operable on the server and the client program at the remote client for projecting penetration of merchandise at a predetermined number of weeks, W, since a launch of a product, based on weekly data of initial purchases from a launch of a product. The software means is operable on the server and the client program at the remote client for generating a curve from weekly sales data wherein the curve plots a set of weekly sales data versus number of weeks from the launch of the product. The software means is operable on the server and the client program at the remote client for retrieving a component of the curve (B) representing a degree of belly of the curve, retrieving a component from the curve representing a slope term (S) and performing a calculation to produce a predicted or continued value for components of market sales volume using the B component and the slope component (S) in a formula, wherein the formula is:

$$\text{Predicted} = \text{Exp}(S) \times W^B.$$

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